

## **Dane County**



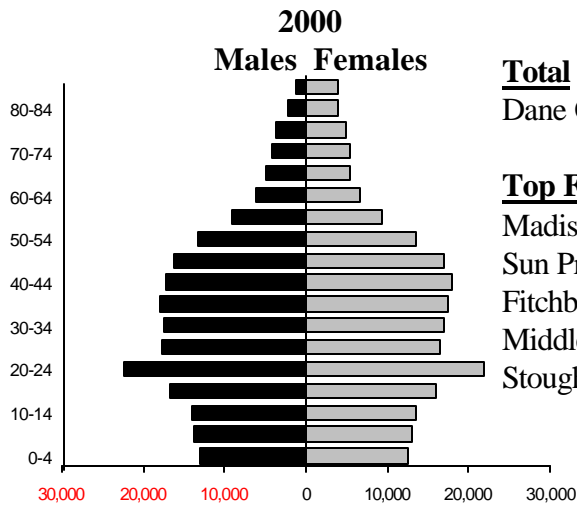
...experienced a 16.2% increase in population between 1990 and 2000, resulting in a 2000 total population of 426,526. In 2000, the county had 354.9 persons per square mile, a density much higher than the state as a whole. The median age in Dane County is 33.2, indicating a younger population than the State of Wisconsin, which has a median age of 36.0 years. The largest municipality is the City of Madison.

The median value of owner-occupied housing in Dane County is \$146,900. 0.6% of the housing units are seasonal, a value far below the state's average of 6.3%.

Farmland covers 66.7% of the county, while 42.9% of Wisconsin land is used for farming. The county is 11% forested and has 36 of the State's 15,057 lakes.

In Dane County, Kraft Foods, Inc. employs more workers than any other manufacturing firm, and the University of Wisconsin-Madison is the largest non-manufacturing employer. The Service industries generate the largest share of the county's total personal income. Dane County's 1999 median household income was \$49,223.

## Population



### Total

Dane County      1990

### 2000

426,526

### Top Five Municipalities

Madison, City	190,766	Madison, City	208,054
Sun Prairie, City	15,352	Fitchburg, City	20,501
Fitchburg, City	15,648	Sun Prairie, City	20,369
Middleton, City	13,785	Middleton, City	15,770
Stoughton, City	8,786	Stoughton, City	12,354

## Quality of Life

	<u>Wisconsin</u>	<u>Dane</u>
Persons per Square Mile, 2000	98.8	354.9
Number of Staffed Hospital Beds, 1995	16,070	1,500
Average Birth Rate per 1,000 population, 2000	12.9	13.0
Public School Enrollment, 2000-2001	879,476	65,853
Number of 2000 Public High School Graduates	58,545	6,337
1999-2000 Public High School Dropout Rate	2.3%	2.0%

## Vital Statistics

	<u>1990</u>		<u>2000</u>	
	<u>Wisconsin</u>	<u>Dane</u>	<u>Wisconsin</u>	<u>Dane</u>
Birth Rate (per 1,000)	14.8	14.5	12.9	13.0
Death Rate (per 1,000)	8.7	5.7	8.7	5.9
Number of Marriages	38,934	2,953	36,100	2,836
Number of Divorces	17,727	1,354	17,337	1,375

**Housing**

	<u>1990</u>	<u>2000</u>
Total Number of Housing Units	147,851	180,398
Number of Single-Unit Structures	84,909	105,903
Number of Multiple-Unit Structures	59,618	72,129
Number of Single Units Permitted	1,506	1,350
Number of Multiple Units Permitted	1,571	1,464
Percent Seasonal Housing	0.6%	0.6%
Median Value, Owner-Occupied	\$78,400	\$146,900
Median Rent	\$423	\$595

**Recreation**

<u>1995 Number of:</u>	<u>Wisconsin</u>	<u>Dane</u>
Campgrounds	1,106	12
Campsites	75,367	714
Hiking Trails (in miles)	5,617	102
Mountain Biking Trails (in miles)	3,155	39
Cross Country Skiing Trails (in miles)	4,154	118
Snowmobile Trails (in miles)	14,896	230
Visitor Expenditures, 2000	\$11,046,539,344	\$927,193,368

**Income**

	<u>1980</u>	<u>1990</u>	<u>2000</u>
Total Personal Income	\$3,731,719	\$7,812,331	\$14,929,013
Non-Farm Personal Income (in thousands)	\$3,679,228	\$7,762,845	\$14,891,164
Farm Income (in thousands)	\$52,491	\$49,486	\$37,849
Per Capita Income	\$11,505	\$21,204	\$34,848
Transfer Payments (in thousands)	\$332,485	\$659,189	\$1,155,979
Proprietor Income (in thousands)	\$268,123	\$497,573	\$909,019

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**Banking**

<u>2000</u>	<u>Wisconsin</u>	<u>Dane</u>
Savings Institutions-Offices	396	51
Savings Institutions-Savings Capital (Millions)	\$12,761	\$1,633
Commercial Banks-Offices	1,720	97
Commercial Banks-Deposits (Millions)	\$62,618	\$4,790

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**Government Finance**

<u>1997</u>	<u>Wisconsin</u>	<u>Dane</u>
Total Property Taxes Levied (in 1000's)	\$5,144,206	\$519,096
Effective per Capita Property Tax	\$997	\$1,313
Total Expenditures (in 1,000's)	\$17,139,825	\$1,529,499
In Dollars per Capita	\$3,322	\$3,869
As Percent of Total:		
Education	43.2%	41.3%
Health & Hospital	4.5%	1.8%
Police	5.0%	4.7%
Fire	2.3%	2.0%
Public Welfare	6.8%	8.4%
Highways	7.7%	4.5%

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**Retail, Service, Wholesale**

<u>1997</u>	<u>Wisconsin</u>	<u>Dane</u>
Number of Retail Sales Establishments	21,717	1,845
Sales (in thousands)	\$50,520,463	\$4,860,927
Annual Payroll (in thousands)	\$4,826,217	\$507,249
Number of Service Establishments	55,618	4,971
Receipts (in thousands)	\$48,559,607	\$4,791,984
Annual Payroll (in thousands)	\$18,990,629	\$1,720,729
Number of Wholesale Establishments	8,025	675
Sales (in thousands)	\$57,192,863	\$4,350,065
Annual Payroll (in thousands)	\$3,764,944	\$342,671

**Manufacturing**

<b><u>1997</u></b>	<b><u>Wisconsin</u></b>	<b><u>Dane</u></b>
Number of Establishments	9,936	564
Number of Employees	562,479	26,568
Total Payroll (in 1,000's)	\$18,766,395	\$864,440
Production Workers, average number	416,254	18,841
Production Worker Hours (in 1,000's)	837,444	37,854
Production Worker Wages (in 1,000's)	\$11,952,570	\$507,789
Value Added (in 1,000's)	\$54,947,083	\$2,484,947
Value of Shipments (in 1,000's)	\$117,382,992	\$4,840,470

**2002 Top Employers**

<b><u>Top Five Manufacturing Firms</u></b>	<b><u>Number Employed</u></b>	<b><u>Product/Type of Business</u></b>
Kraft Foods Inc.	1000+	Sausages & Other Prepared Meats
Springs Window Direct L.P.	500-999	Window Drapery, Blinds, Shades
Sub-Zero Freezer Co. Inc.	500-999	Refrigerators and Freezers
Webcrafters Inc.	500-999	Commercial Printing, Lithographic
Rayovac Corporation	500-999	Primary Batteries, Dry and Wet
<b><u>Top Five Non-Manufacturing Firms</u></b>		
University of Wisconsin-Madison	1000+	Colleges and Universities
Madison Metropolitan School District	1000+	Elementary and Secondary School
Dept. of Health and Family Services	1000+	Admin. of Public Health Programs
American Family Mutual Insurance Co.	1000+	Fire, Marine, Casualty Insurance
Department of Corrections	1000+	Correctional Institutions

**Employment by Industry**

	<b><u>1980</u></b>	<b><u>1990</u></b>	<b><u>2000</u></b>
Mining	211	272	310
Construction	8,592	11,722	18,116
Manufacturing	20,465	26,936	32,924
Transportation and Public Utilities	7,082	9,130	12,546
Trade	41,812	57,166	71,996
Services	64,824	93,994	129,582
Government	57,051	66,438	74,094

## Income by Industry

In Thousands:

	<u>1980</u>	<u>1990</u>	<u>2000</u>
Mining	\$15,523	\$6,344	\$12,442
Construction	\$176,880	\$354,762	\$821,358
Manufacturing	\$398,064	\$799,883	\$1,392,000
Transportation and Public Utilities	\$148,715	\$287,878	\$563,638
Trade	\$429,254	\$887,070	\$1,655,806
Services	\$723,966	\$1,857,908	\$4,026,965
Government	\$938,853	\$1,824,734	\$3,020,716

## Natural Resources

	<u>Wisconsin</u>	<u>Dane</u>
Land Area (square miles)	54,310	1,202
Total Forest Land (in thousands of acres)	15,964.8	81.8
Commercial	15,702.5	79.2
Non-Commercial	262.3	2.6
Percent Land in Forests	46%	11%
Number of Lakes	15,057	36
Total Acreage of Lakes	982,155	21,520

## Farming

<u>1997</u>	<u>Wisconsin</u>	<u>Dane</u>
Number of Farms	65,602	2,595
Land in Farms (acres)	14,900,205	512,971
Average size of Farm (acres)	227	198
Sales by Selected Products (in 1,000's):		
Hay, Silage, and Field Seeds	\$106,572	\$3,304
Vegetables, Sweet Corn, and Melons	\$149,443	\$2,631
Fruits, Nuts, and Berries	\$140,140	\$521
Nursery and Greenhouse Crops	\$157,348	\$8,634
Poultry and Poultry Products	\$241,523	\$1,460
Dairy Products	\$2,746,950	\$108,868
Cattle and Calves	\$670,518	\$30,148
Hogs and Pigs	\$151,164	\$9,657

Notes:

(NA) - Not available

(DS) - Data suppressed; not shown to avoid disclosure of confidential information

(L) - Less than 10 persons employed in "Employed by Industry" or less than \$50,000 in "Income by Industry"

Number of Single-Unit Structures - Number of housing units standing alone

Number of Multiple-Unit Structures - Number of housing units connected to another structure, including other housing units

Percent Factory Jobs - Percent of employed persons working in factories

Services - Includes services and finance, insurance, and real estate

Trade - Includes retail and wholesale trade

## **SOURCES:**

### **TEXT**

1999 Median Household Income, U.S. Bureau of the Census, Census 2000

### **POPULATION**

U.S. Department of Commerce, Bureau of the Census.

2000 Census of Population and Housing

Table P8: Sex by Age

1990 Census of Population and Housing

Table P001: Persons

2000 Census of Population and Housing

Table P1: Total Population

Wisconsin Department of Workforce Development, County Workforce Profiles, Fifth Edition, 2002.

Top Five Municipalities

### **QUALITY OF LIFE**

U.S. Bureau of the Census, Census 2000. State & County Quick Facts, Geography Quick Facts

Persons per Square Mile

Wisconsin Department of Health and Family Services, Division of Health, Bureau of Health Care

Number of Staffed Hospital Beds, 1995

Wisconsin Department of Health and Family Services, Wisconsin Births and Infant Deaths, 2000 Report

Table 23: Number of Births by County of Residence, Wisconsin 1980-2000

Wisconsin Department of Public Instruction, Statistics and Reports, Student Data

Raw Data for Public School Enrollments, Graduates, and Dropout Rates

### **VITAL STATISTICS**

Wisconsin Department of Health and Family Services, Vital Statistics Reports

Wisconsin Births and Infant Deaths, 2000

Table 23: Number of Births by County of Residence

Wisconsin Deaths, 2000

Table 3: Deaths by County of Residence

Wisconsin Marriages and Divorces, 2000

Table 4: Monthly Marriage Totals by County

Table 6: Divorces and Annulments by County

### **HOUSING**

U.S. Department of Commerce, Bureau of the Census, Census 2000.

Table H1: Housing Units

Table H30: Units in Structure

Table H8: Vacancy Status

Raw Data for Seasonal Housing

Percentages

Table H76: Median Value for Specified

Owner-Occupied Housing Units

Table H56: Median Contract Rent

U.S. Department of Commerce, Bureau of the Census, Census 2000.

CenStats Databases:

Building Permits, Annual 2000

Note: Data for some counties are not exact because some municipalities had no available data (NA).

### **RECREATION**

Wisconsin Department of Natural Resources.

Unpublished Data for Wisconsin Statewide

Comprehensive Outdoor Recreation Plan for 1991-1996.

Wisconsin Department of Tourism, Research and Travel Trends

1993-2002 Economic Impact of Traveler Expenditures by County

### **INCOME**

U.S. Department of Commerce, Bureau of Economic Analysis, Regional Accounts Data, Local Area Personal Income

Table CA05: Personal Income by Major Source and Earnings by Industry

### **BANKING**

Federal Deposit Insurance Corporation, Summary of Deposits, Individual State Tables

Table 07: County (June 30, 2000)

### **GOVERNMENT FINANCE**

U.S. Department of Commerce, Bureau of the Census.

Census of Governments, 1997. County Area Finance and Employment Fact Facts.



## **RETAIL, SERVICE, WHOLESALE**

U.S. Department of Commerce, Bureau of the Census. Economic Census, 1997.

EC97R44-WI Census of Retail Trade, 1997.

Table 3: Summary Statistics for Counties, 1997.

EC97W42-WI(RV) Census of Wholesale Trade, 1997.

Table 5: Summary Statistics for Counties, 1997. Economic Census, 1997. Summary Statistics.

Raw Data for Service Industries

Note: The Census of Service Industries was not compiled in 1997 due to the change in industry coverage from the Standard Industrial Classification System (SIC) to the North American Industry Classification System (NAICS). There is no Service Industries classification in the new system.

## **MANUFACTURING**

U.S. Department of Commerce, Bureau of the Census. Economic Census, 1997.

EC97M31-WI Census of Manufacturing, 1997.

Table 3: Industry Statistics for Counties, 1997.

## **TOP EMPLOYERS**

Wisconsin Department of Workforce Development, Local Labor Market Information, Top Fifty Employers by County.

Raw Data for Public and Private Employers, 2002.

## **EMPLOYMENT BY INDUSTRY**

U.S. Department of Commerce, Bureau of Economic Analysis, Regional Accounts Data, Local Area Personal Income

Table CA25: Total Full-Time and Part-Time Employment by Industry

Note: Data was compiled in March, 2003.

## **INCOME BY INDUSTRY**

U.S. Department of Commerce, Bureau of Economic Analysis, Regional Accounts Data, Local Area Personal Income

Table CA05: Personal Income by Major Source and Earnings by Industry

## **NATURAL RESOURCES**

U.S. Department of Commerce, Bureau of the Census, Census 2000.

GCT-PH1: Population, Housing Units, Area, and Density, 2000.

Schmidt, Thomas L. Wisconsin Forest Statistics, 1996. United States Department of Agriculture, Forest Service.

Table 1: Area of Land by Forest Survey Unit, County, and Major Land-Use Class, Wisconsin, 1996.

Wisconsin Department of Natural Resources, Bureau of Water Resources Management-Lake Section, Wisconsin Lakes PUB-FM-800 99Rev.

Inland Lake Summary Information by County

## **FARMING**

AC97-A-49 Census of Agriculture, 1997.

Table 1: County Summary Highlights.

Table 2: Market Value.

Table 14: Cattle and Calves: Inventory & Sales.

Table 15: Hogs and Pigs: Inventory & Sales.

Table 16: Poultry: Inventory & Sales.

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